

IN THE CLAIMS:

Please add new claims 34 to 80 as follows:

--34. An Internet-based information and communication system, comprising:

a central server arranged to provide a central access page for data entry on computers; and

information carriers distributable by at least one user, each of said information carriers having a carrier-specific access code associated with a code-specific information page assembled by said at least one user such that upon entry of said access code on said central access page when viewed on a computer, said code-specific information page associated with said entered access code is accessed.

35. The information and communication system of claim 34, wherein said code-specific information page is expandable by hyperlinks assigned to said code-specific information page.

36. The information and communication system of claim 34, wherein said information carriers are in the form of a card including an Internet address of said central access page and said access code.

37. The information and communication system of claim 34, wherein said access code comprises a card number and a card code.

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38. The information and communication system of claim 37, wherein said card further includes a memory component in which at least one of said card number, said card code and user-specific data is stored.

39. The information and communication system of claim 37, wherein said card code comprises at least one numbers and letters.

40. The information and communication system of claim 37, wherein said card number is at least a six-digit number and said card code is at least a four-digit number.

41. The information and communication system of claim 37, wherein said card is arranged such that upon insertion of said card in a card reader of a communication device connected with the Internet, said access code is transmitted

and said code-specific information page assigned to said transmitted access code is accessed.

B1 42. The information and communication system of claim 34, wherein said central server comprises a database of access codes and comparison means for comparing said entered access code with said access codes stored in said database and enabling access to said code-specific information page associated with said entered access code only when said entered access code is identical to one of said access codes in said database.

43. An Internet-based information and communication system, comprising:

codes issuable by at least one issuer; and

a central server arranged to receive transmissions of said codes from a user via a communication connection such that upon receipt of one of said codes, said central server facilitates a request in the Internet for a code-specific information page associated with said code, said code-specific information page being assembled by the user and linked over a hyperlink with information assigned to said code and expandable upon entry of a different code by a hyperlink assigned to said different code.

44. The information and communication system of claim 43, wherein the communication connection is established through at least one of a mobile phone connection and an Internet connection.

B₁ 45. The information and communication system of claim 43, wherein the communication connection is established through a computer adapted to automatically transfer an identification of the user to enable said central server to identify the user.

46. The information and communication system of claim 45, wherein said computer is arranged to enable entry of the identification of the user by the user.

47. The information and communication system of claim 46, wherein the identification of the user is a call number.

48. The information and communication system of claim 46, wherein the identification of the user comprises an access password.

49. The information and communication system of claim 48, wherein the access password is transmitted to the user after an initial input of said code.

50. The information and communication system of claim 43, wherein the communication connection is established over a mobile phone.

51. The information and communication system of claim 50, wherein said mobile phone is arranged to enable entry of said code by the user manually, acoustically or by means of a bar code reader.

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52. The information and communication system of claim 43, wherein said central server is arranged to transmit a confirmation to the user after said code is entered.

53. The information and communication system of claim 52, wherein the confirmation is at least one of a voice notification and an SMS (short message service) notification.

54. The information and communication system of claim 43, wherein said code is a component of an advertising medium.

55. The information and communication system of claim 54, wherein the advertising medium is one of a plastic card, an advertising display, a poster, a sticker and an imprint on goods.

56. The information and communication system of claim 54, wherein the advertising medium is one of an Internet banner, a television or radio spot and an e-mail.

57. The information and communication system of claim 43, wherein said code-specific information page comprises communications from said at least one issuer to the user.

58. The information and communication system of claim 43, wherein said code-specific information page includes hyperlinks linked to Internet pages of said at least one issuer.

59. The information and communication system of claim 43, further comprising means for sending and receiving electronic communications over said code-specific information page.

60. The information and communication system of claim 59, wherein the electronic communications comprise hyperlinks enabling selection of context-specific information and help pages.

61. The information and communication system of claim 43, wherein contents of said code-specific information pages are determinable and adjustable by the user.

62. The information and communication system of claim 43, wherein said central server is arranged to assign a points account to each user and enable accumulation of points by the users based on actions of the users.

63. The information and communication system of claim 62, wherein the accumulation of points is payable in a monetary amount, in merchandise or in telephone access time.

64. The information and communication system of claim 43, wherein communications of said at least one issuer are transmittable to the user as e-mail, an SMS (short message service) communication or by regular mail.

65. The information and communication system of claim 43, wherein the communication connection between the user and the computer uses WAP, GPRS or UMTS technology.

66. The information and communication system of claim 43, wherein the system comprises an ordering and settlement of accounts and delivery system.

67. The information and communication system of claim 66, wherein the accounts are settled over a mobile phone.

B1 68. An Internet-based information and communication method, comprising the steps of:

distributing information carriers each having a carrier-specific access code associated with a code-specific information page assembled by at least one user;

programming a central server to provide a central access page for data entry on computers; and

upon entry of an access code on the central access page when viewed on a computer, accessing the code-specific information page associated with the entered access code.

69. The information and communication method of claim 68, further comprising the step of embedding hyperlinks in the code-specific information page such that the code-specific information page is expandable by the hyperlinks.

70. The information and communication method of claim 68, wherein the information carriers are in the form of a card, further comprising the step of storing the access code in a memory component in the card.

71. The information and communication method of claim 70, further comprising the steps of:

31. inserting the card in a card reader of a communication device connected with the Internet; and

transmitting the access code of the card via the communication device to thereby access to the code-specific information page assigned to the transmitted access code.

72. The information and communication method of claim 68, further comprising the steps of:

arranging a database of access codes in the central server;

comparing entered access codes with the access codes stored in the database; and

enabling access to the code-specific information page associated with the entered access code only when the entered access code is identical to one of the access codes in the database.

73. An Internet-based information and communication method, comprising the steps of:

issuing codes;

programming a central server to receive transmissions of codes from a user via a communication connection;

upon receipt of one of the codes, enabling a request in the Internet for a code-specific information page associated with the code, the code-specific information page being assembled by the user; and

linking the code-specific information page over a hyperlink with information assigned to the code and expandable upon entry of a different code by a hyperlink assigned to the different code.

74. The information and communication method of claim 73, further comprising the step of establishing the communication connection through at least one of a mobile phone connection and an Internet connection.

75. The information and communication method of claim 73, further comprising the step of establishing the communication connection through a computer adapted to automatically transfer an identification of the user to enable the central server to identify the user.

76. The information and communication method of claim 73, further comprising the step of programming the central server to transmit a confirmation to the user after the code is entered.

77. The information and communication method of claim 73, further comprising the step of integrating the codes with advertising medium.

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78. The information and communication method of claim 73, further comprising the step of integrating an electronic communications system in the code-specific information page.

79. The information and communication method of claim 73, further comprising the step of enabling the users to determine and change contents of the code-specific information pages.

80. The information and communication method of claim 73, wherein further comprising the steps of:

assigning a points account to each user; and

enabling accumulation of points by the users based on actions of the users.--
